

In the claims:

1-12. (Cancelled).

13. (new) A display for supporting and displaying golf clubs, the display comprising:

a support member;

a cradle;

the cradle comprising two arms;

the two arms being separated from one another by a first trough on a first side of the cradle;

the two arms being separated from one another by a second trough on a second side of the cradle;

the cradle being movable between a first orientation and a second orientation relative to the support member;

the cradle configured for supporting and displaying a golf club, with a shaft of the golf club extending downwardly from the cradle, and with a head of the golf club resting against the first side of the cradle when the cradle is in the first orientation and against the second side of the cradle when the cradle is in the second orientation.

14. (new) The display as in claim 13, the two arms being mirror images of each other.

15. (new) The display as in claim 13, the first and second sides of the cradle being mirror images of each other.

16. (new) The display as in claim 13,  
the first side of the cradle being configured for  
supporting a right-handed golf club;  
the second side of the cradle being configured for  
supporting a left-handed golf club.

17. (new) The display as in claim 13, at least one of  
the first and second sides of the cradle further comprising an  
intermediate peak between the two arms.

18. (new) The display as in claim 13, at least one of  
the two arms comprising a plurality of ribs extending from a  
spine.

19. (new) The display as in claim 18, the ribs being  
generally transverse to the spine.

20. (new) The display as in claim 13,  
the support member comprising a rod;  
the rod being received through a bore in the cradle;  
the cradle being pivotable about the rod for switching  
between the first and second orientations.

21. (new) The display as in claim 13,

the cradle being pivotable about the support member for switching between the first and second orientations;

a first one of the two arms comprising a first stopping surface on the first side of the cradle for inhibiting over-rotation of the cradle about the support member when the cradle is in the second orientation;

the first one of the two arms comprising a second stopping surface on the second side of the cradle for inhibiting over-rotation of the cradle about the support member when the cradle is in the first orientation.

22. (new) The display as in claim 13, the display further comprising:

a plurality of cradles;

each of the plurality of cradles being mounted to the support member.

23. (new) The display as in claim 22,

the support member comprising a rod;

each of the plurality of cradles being mounted to the rod.

24. (new) The display as in claim 23, each of the plurality of cradles being pivotable about the rod independent of the other cradles of the plurality of cradles.

25. (new) The display as in claim 13, the two arms being curved on each of the first and second sides on the cradle.

26. (new) The display as in claim 13,  
a first one of the two arms comprising a first uppermost portion on the first side of the cradle;  
a second one of the two arms comprising a second uppermost portion on the first side of the cradle;  
the first trough comprising a lowermost portion;  
wherein first and second projections necessarily intersect at an angle greater than  $0^\circ$  and less than  $180^\circ$ ;  
the first projection being a projection on a horizontal plane of a straight line through the first uppermost portion and the lowermost portion;  
the second projection being a projection on the horizontal plane of a straight line through the second uppermost portion and the lowermost portion.

27. (new) The display as in claim 26, the first and second projections intersecting at an angle between about  $90^\circ$  and about  $120^\circ$ .

28. (new) The display as in claim 13, the display further comprising:

a bracket;

the support member being mounted on the bracket;

the bracket mountable on a structural member.

29. (new) The display as in claim 28, the display further comprising:

a plurality of support members;

each of the plurality of support members being mounted on the bracket.

30. (new) A display for supporting and displaying golf clubs, the display comprising:

cradle means for supporting and displaying a golf club;

supporting means for supporting the cradle means;

means for rotating the cradle means, between a first orientation and a second orientation, about the supporting means;

the cradle means configured for a head of the golf club to rest against a first side of the cradle means when the cradle means is in the first orientation and against a second side of the cradle means when the cradle means is in the second orientation.

31. (new) The display as in claim 30, the display further comprising means for mounting the supporting means to a structural member.